Received by NSD/FARA Registration Unit 10/24/2011 12:53:05 PM OMB NO. 1124-0002; Expires February 28, 2014

U.S. Department of Justice

If no, please attach the required amendment.

Washington, DC 20530

Supplemental Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending 9/30/2011 (Insert date) I - REGISTRANT 1. (a) Name of Registrant (b) Registration No. Ruder Finn Inc 1481 (c) Business Address(es) of Registrant 301 E. 57th Street New York, NY 10022 2. Has there been a change in the information previously furnished in connection with the following? (a) If an individual: (1) Residence address(es) Yes 🗀 No 🗆 No 🗌 (2) Citizenship Yes 🗌 (3) Occupation Yes 🗌 No 🗆 (b) If an organization: (1) Name No ⊠ Yes 🗌 No ⊠ (2) Ownership or control Yes 🗌 (3) Branch offices Yes 🗌 No 🗵 (c) Explain fully all changes, if any, indicated in Items (a) and (b) above IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a). 3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period. No 🗵 If yes, have you filed an amendment to the Exhibit C? No 🗆 Yes 🗌

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

(PAGE 2)

. (a) Have any persons cea	ased acting as partners, off	icers, directors or s	imilar officials of the	registrant during this 6	month reporting perio
Yes 🗵	No 🗆				
If yes, furnish the fol	llowing information:				
Name	•		osition		nection Ended
David Finn		Chairman		4/11	
Kathy Bloomgarde	n	CO-CEO		7/11	
	•			•	
427	000 11	•	00		
(b) Have any persons bee Yes ☐	come partners, officers, dir No ⊠	ectors or similar of	fficials during this 6 r	nonth reporting period	?
If yes, furnish the fo	llowing information:				•
Name	Residence A	Address	Citizenship	Position	Date Assumed
		•			
				•	
				•	
(a) Has any person name	ed in Item 4(b) rendered se	rvices directly in fu	rtherance of the inter	ests of any foreign prir	cipal?
Yes 🗌	No 🗆				
If yes, identify each	such person and describe t	he service rendered	i.		
N/A	•				
			, in the second		
	s to the registrant directly ated or similar capacity? Residence A	Yes	No ⊠ Citizenship	eign principal(s) in othe Position	Date Assumed
Name .	Residence A	iddiess ,	Citizenship	1.OSHOH	Date Assumed
	•				
			•	•	
	*		•		
*					
	or individuals, who have fregistrant during this 6 more			terminated their emplo	yment or
If yes, furnish the fol	lowing information:	•	•	٠ .	
Name		Position	or Connection	Dat	e Terminated
•		•		,	
	or individuals, who have f	· ·	-	terminated their conne	ction with any foreign
principal during this If yes, furnish the fol	6 month reporting period?	Yes 🗆	No ⊠		
ii yes, iuiiisii die ioi	-				
Name	Position or Co	nnection	Foreign Princip	oal Dat	e Terminated
			•		
		4			
				•	
Have short form registro	tion statements been filed	hy all of the person	is named in Items 50	and 5(h) of the suppl	emental statement?
		of an or the person	is named in terms J(a	i, and Stor of the suppr	omomai statement!
Yes 🗌	No □				
	ons who have not filed the	required statement	•	•	
N/A					

(PAGE 3)

II - FOREIGN PRINCIPA	II -	FO	RE	IGN	PRI	INCIP	AT.
-----------------------	------	----	----	-----	-----	-------	-----

-	ollowing information:					
Foreign Principal				Date	of Termination	n
				•		
•						
				•		
	e e					
•						
	any new foreign princip	pal(s) ² during this 6	6 month reporting p	period?	Yes 🗆	No ⊠
Name and Address	of Foreign Principal(s)			Da	te Acquired	
			· ·			
	•					
•	•					
•						
Y 11'4' 4 41	1: 1: 5: 5: 1:0	2 . 6 . 11 . 6	ut 1/a\2 4		14	1 . 2 . 4 . 6
In addition to those reporting period.	named in Items 7 and 8	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor	ts	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo	ts	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor	ts ard	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G.	ts ard	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G.	ts ard	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G.	ts ard	8, if any, list foreig	n principal(s) ² who	m you continue	d to represent	during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke	ts ard ers Association					during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke	ts ard ers Association exhibits for the newly a	acquired foreign pr				during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke	ts ard ers Association					during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke (a) Have you filed Exhibit A ³ Exhibit B ⁴	ts ard ers Association exhibits for the newly a	acquired foreign pr No □ No □				during the 6 m
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke (a) Have you filed Exhibit A ³ Exhibit B ⁴ If no, please att	ts ard ers Association exhibits for the newly a Yes Yes Yes tach the required exhibit	acquired foreign pr No □ No □	incipal(s), if any, li	sted in Item 8?		
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke (a) Have you filed Exhibit A ³ Exhibit B ⁴ If no, please att	ts ard ers Association exhibits for the newly a Yes Yes Yes	acquired foreign pr No	incipal(s), if any, li	sted in Item 8?		
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke O. (a) Have you filed Exhibit A ³ Exhibit B ⁴ If no, please att (b) Have there bee represented dur	ers Association exhibits for the newly a Yes Yes tach the required exhibits an any changes in the Exhibits and the second sec	acquired foreign pr No □ No □ it. xhibits A and B pre	incipal(s), if any, li	sted in Item 8?		
reporting period. Bay Gardens Resor Jamaica Tourist Bo Novartis, A.G. Swiss Private Banke (a) Have you filed Exhibit A ³ Exhibit B ⁴ If no, please att (b) Have there bee represented dur If yes, have you	exhibits for the newly a Yes Yes tach the required exhibits on any changes in the Extring this six month perioder.	acquired foreign pr No	incipal(s), if any, li eviously filed for an Yes □	sted in Item 8? ny foreign princ No ⊠		

 ² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)
 3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.
 4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets fourth the information concerning the agreement or understanding between the registrant and the foreign principal.

(PAGE 4)

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11.	During this 6 month reponamed in Items 7, 8, or 9			iged in any Yes		r or render No □	ed any so	ervices to an	y foreign prin	cipal
	If yes, identify each forei	ign principal	and describe in	ı full detai	l your activiti	ies and ser	vices:			
	See Attached.									
							•			•
			•				*.	•		. *
							,			
		` .		•						
_									1. 5 1.0	 .
12.	During this 6 month repo		have you on be	ehalf of an	y foreign pri	ncipal eng	aged in p	olitical activ	vity ³ as defined	d below's
	Yes 🗌 No) 								
	arranged, sponsored or do names of speakers and su			,		, g			· · · · · · · · · · · · · · · · · · ·	,
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13.	In addition to the above of foreign principal(s)?	described acti	ivities, if any, I	nave you e	ngaged in act	tivity on yo	our own	behalf which	n benefits your	
	If yes describe fully				•			.*		
	If yes, describe fully.									
	•									
•		•				•				
,						•				

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a)	statement, or from any	eporting period, have you receive other source, for or in the interestation or otherwise?					
	If no, explain why.					•	
	If yes, set forth below	in the required detail and separ	ately for each	foreign princip	al an account o	f such monies.6	
	Date 8/3/11-9/20/11 5/2/11-9/2/11	From Whom Novartis Jamaica Tourist Board		Purpose		Amount \$73,391.73 \$424,106.31	
	5/5/11-9/1/11 4/7/11-9/2/11	Bay Garden Resort Swiss Private Bankers				\$13,750 \$90,000	
	•				·		
				•		\$601,248.04	
						Total	
(b)	During this 6 month re	RAISING CAMPAIGN eporting period, have you received in Items 7, 8, or 9 of this state	_	a fundraising c Yes □	ampaign ⁷ , any 1 No ⊠	noney on behalf	of any
		an Exhibit D to your registration		Yes □	No □		,
	If yes, indicate the dat	te the Exhibit D was filed.	Date				
(c)		S OF VALUE eporting period, have you receive or 9 of this statement, or from ar No ⊠					
	If yes, furnish the follow	owing information:		•	•		
	Foreign Principal	Date Receive	d	Thing of Val	ue	Purpose	

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a)	(1) disbursed or e	FS-MONIES h reporting period, have period monies in connecting the reporting period in connecting the report of t	you ection with activit	ty on behalf	of any foreign	principal na	med in Items 7	7, 8, or
,		onies to any such foreign	principal?	Yes ⊠	No □	į.		
	If no, explain in ful	ll detail why there were n	o disbursements	made on beh	nalf of any for	eign principa	l .	
							~	
		ow in the required detail, if any, to each foreign p		r each foreig	n principal an	account of s	uch monies, in	cluding
	Date 4/1/11-9/30/11	To Whom Bay Gardens Resorts		Expenses	Purpose	. ,	Amoun \$4,000	t ·
•	4/1/11-9/30/11	, Jamaica Tourist Board	1 .	Expenses			\$279,335	
	4/1/11-9/30/11	Novartis AG		Expenses			\$16,127	
•	4/1/11-9/30/11	Swiss Private Bankers		Expenses			\$992	
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Total

(PAGE 7)

	Yes 🔲	No 🗵		•				
If yes, furnish th	e following inform	nation:						
Date	Recipient		Foreign Pri	ncipal		Thing of V	alue	Purpose
				•				
•					•		•	
		,						
	1 · ·	•			<u> </u>			
		* .				•		
				•				
		•					•	·
4								
							•	<i>y</i>
	•							
During this 6 mo		iod, have yo	u from your y or other th	r own fund: nings of va	lue ¹¹ in	connection	with an elect	directly or through ion to any politica r political office?
	Yes 🗌	No 🗵						
If yes, furnish th	e following inform	nation:						

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

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V-INFORMATIONAL MATERIALS

Yes ☐ No ⊠		
If Yes, go to Item 17.	· · ·	
-	you disseminate any material in connection	with your registration?
	eminated during the six month period to the	Registration Unit for review.
17. Identify each such foreign principal.		
	as any foreign principal established a budget	
finance your activities in preparing or di		Yes □ No ⊠
If yes, identify each such foreign princip	oal, specify amount, and indicate for what per	riod of time.
	•	
•		
		·
		·
 During this 6 month reporting period, di materials include the use of any of the for 	d your activities in preparing, disseminating bllowing:	or causing the dissemination of information
·	ne or newspaper	☐ Letters or telegrams
☐ Advertising campaigns ☐ Press re	leases	lications Lectures or speeches
Other (specify)	· · · · · · · · · · · · · · · · · · ·	
Electronic Communications		
☐ Email		
☐ Website URL(s):		
Other (specify)		
20 During this 6 month reporting paried di	d you disseminate or cause to be disseminate	d informational materials among any of
the following groups:	d you disseminate of cause to be disseminate	a momational materials among any of
☐ Public officials	☐ Newspapers	☐ Libraries
☐ Legislators	☐ Editors	☐ Educational institutions
☐ Government agencies	☐ Civic groups or associations	☐ Nationality groups
☐ Other (specify)		_ runonanty groups
United (specify)	***************************************	
21. What language was used in the informat	ional materials:	
☐ English	Other (specify)	·
22. Did you file with the Registration Unit,	U.S. Department of Justice a copy of each ite	em of such informational materials
	ed during this 6 month reporting period?	Yes No No
	tional materials with the statement required b	ny Section 4(h) of the Act?

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

(PAGE 9)

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V I -	. н. ж. н.			J W

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)		(Print or t	ype name under each signa	ture or provide electro	onic signature 1
October 24, 2011	<u> </u>	/s,	/ Peter Finn		eSigned
			-		<u>.</u>
					•

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

RUDER FINN, INCORPORATED Schedule of Publications on Behalf of Bay Gardens Resorts

For six month period ending September 30, 2011

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Saint Lucia's Bay Gardens Resorts Supports Caribbean Week 2011	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Hotel Sous Chef to Compete at Miami's Taste of the Caribbean 2011	Ruder Finn	Ruder Finn	Ruder Finn
Saint Lucia's Bay Gardens Resorts Offers Exclusive Savings to Diaspora Community	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts in St. Lucia Participates in Island's First Ever "Summerlicious" Culinary Event	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts Welcomes U.S. Journalists to St. Lucia for Island Experience	Ruder Finn	Ruder Finn	Ruder Finn
Couples Can Celebrate Their "Mini Moon" or "Fall" in Love Again in Saint Lucia with Bay Gardens Resorts New Packages	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Bay Gardens Resorts**:

- 1. Media Relations
- 2. Press Trips
- 3. Promotions
- 4. Crisis Communications
- 5. General Counsel



FOR IMMEDIATE RELEASE

COUPLES CAN CELEBRATE THEIR "MINI MOON" OR "FALL" IN LOVE AGAIN IN SAINT LUCIA WITH BAY GARDENS RESORTS' NEW PACKAGES

CASTRIES, SAINT LUCIA – September 22, 2011 – Couples can turn over a new leaf this fall with the latest romance travel packages at <u>Bay Gardens Resorts</u>, the locally owned three-property hotel group located in the heart of Saint Lucia's Rodney Bay Village. There's no better way for couples to celebrate themselves than with a getaway to one of Saint Lucia's most romantic properties, and now they can do so while saving up to 40 percent.

"Saint Lucia is the ultimate Caribbean destination for couples looking to embrace romance, and this fall, Bay Gardens has the perfect packages for newlyweds and seasoned couples alike," said Joyce Destang, Bay Gardens Resorts' Managing Director. "With the 'Fall' in Love Again and Mini Moon packages, we offer couples the opportunity to experience a romantic getaway that will be remembered forever."

The 'Fall' in Love Again Package is the perfect opportunity for couples to celebrate their relationship. Whether it's a specially-made welcome cocktail on arrival, or a couples massage on the beach, this package is sure to re-spark the romance. The 'Fall' in Love Again Package includes'.

- Accommodations for four nights
- Welcome cocktail upon arrival
- Romantic Dinner for two
- Couples massage at La Mer spa
- Picnic, including sparkling wine, on Pigeon Island
- Champagne breakfast in bed (one morning only)

Bay Gardens Inn & Bay Gardens Hotel

US \$699.00 based on double occupancy in a superior room

Bay Gardens Beach Resort & Spa

US \$999.00 based on double occupancy in a one-bedroom poolview room

*Available for travel now through Dec. 19, 2011.

Bay Gardens Resorts' "Mini Moon," or mini-honeymoon, Package is perfect for newlyweds with busy schedules. For those who can't take a two- or three-week vacation but still want a romantic Caribbean honeymoon, this package is the perfect choice. The Mini Moon Package includes*:

- Accommodations for three nights
- Welcome cocktail upon arrival
- · Romantic Dinner for two
- Couples massage at La Mer spa
- · Choice of activity, including sunset cruise, zip lining and more
- Daily breakfast
- Complimentary airport transfer (one way)

Bay Gardens Inn & Bay Gardens Hotel

US \$899.00 based on double occupancy in a superior room

Bay Gardens Beach Resort & Spa

US \$1299.00 based on double occupancy in a one-bedroom poolview room

*Book by Feb. 15, 2012, for travel between Jan. 6 and March 31.

*Packages are not inclusive of 18% tax and service charges. All rates are based on double occupancy. Additional nights are available at an extra cost.

About Bay Gardens Resorts

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's flagship property, the spectacular four-star Bay Gardens Beach Resort & Spa. The resort group offers several amenities including five restaurants, spas, gyms, water sports, and a dive shop. Bay Gardens Resorts also provides over 4,000 square feet of meeting space in seven state-of-the-art business centers with available Wi-Fi, audio-visual capabilities, and full or partial catering service packages.

For details on accommodations and special offers, go to the Bay Gardens Resorts website at www.baygardensresorts.com or call 1-877-620-3200. Follow Bay Gardens on Facebook at http://www.facebook.com/baygardensresorts or on Twitter at www.twitter.com/baygardenshotel.

###

Contact: Lily Karp

(212) 715-1696 karpl@ruderfinn.com



FOR IMMEDIATE RELEASE

Saint Lucia's Bay Gardens Resorts Offers Exclusive Savings to Diaspora Community

CASTRIES, SAINT LUCIA – July 11, 2011 – <u>Bay Gardens Resorts</u> welcomes the St. Lucia Diaspora community back home with open arms this summer with exclusive savings. The locally owned three-property hotel group located in the heart of Saint Lucia's Rodney Bay Village is the perfect place to return for a vacation, destination wedding or family reunion.

"We want to show how much we really appreciate our fellow St. Lucians living abroad," said Joyce Destang, Bay Gardens Resorts' Managing Director. "Our goal is to offer the highest level of service and quality not only to tourists, but also to our brothers and sisters. We're glad to host Diaspora returning home to our beautiful island."

St. Lucians Abroad Package*:

Bay Gardens Inn & Bay Gardens Hotel

- US\$89.00 per night based on single or double occupancy in a standard room
- US\$99.00 per night based on double occupancy in a standard room including full breakfast

Bay Gardens Beach Resort & Spa

US\$149.00 based on single or double occupancy in a deluxe room including full breakfast.

The following value-added extras will be provided when a minimum of two nights are booked:

- 10% off food & beverage at all three Bay Gardens Resorts properties
- US\$10.00 casino voucher to Treasure Bay Casino per guest
- 40% off regular rates at La Mer Spa
- Complimentary room upgrades (subject to availability)

*All packages are inclusive of tax and service charges. Complimentary upgrades provide a savings of up to 40% off.

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Contact: Lily Karp (212) 715-1696 karpl@ruderfinn.com



FOR IMMEDIATE RELEASE

Bay Gardens Hotel Sous Chef to Compete at Miami's Taste of the Caribbean 2011

CASTRIES, SAINT LUCIA – June 21, 2011 – Bay Gardens Resorts is excited to announce that Shirley Alphonse, Sous Chef at the Bay Gardens Hotel in Castries, Saint Lucia has been chosen to participate at the 2011 "Taste of the Caribbean" competition at the Hyatt Regency Miami June 22-26. Ms. Alphonse was chosen from an elite group of Saint Lucian chefs to represent the island after winning the Saint Lucia Hotel and Tourism Association's selection competition in April 2011.

Taste of the Caribbean is an annual food and beverage event and competition offering participants an opportunity to showcase their culinary skills before a large audience of industry peers and consumer enthusiasts. National teams comprised of three chefs, one pastry chef and one bartender compete against each other to determine which Island has the most impressive culinary offerings.

"We are thrilled that Ms. Alphonse is able to represent not just Bay Gardens Resorts; but all of Saint Lucia at this exciting event," said Joyce Destang, Bay Gardens Resorts' Managing Director. "This is a wonderful opportunity to showcase her culinary talents and bring a taste of Saint Lucia to the U.S."

Throughout her fifteen years at Bay Gardens Resorts, Ms. Alphonse has won a number of culinary awards and accolades through her experimentation with a variety of local ingredients and Caribbean flavors. Most recently, her "Rising Volcano" dish at the 2011 selection competition consisted of a sweet potato coated fish filet, stuffed with shrimp and coconut mousse, and topped with pepper and pineapple sauce. The fish was served alongside breadfruit, a popular Caribbean staple, and pumpkin cakes on a bed of cabbage leaves with christophene chutney.

For more information on Bay Gardens Resorts, please visit www.baygardensresorts.com. For Taste of the Caribbean program information or to register online, please visit www.caribbeanhotelassociation.com.

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###

Contact:

Lily Karp
Ruder Finn, Inc.
(212) 715-1696
karpl@ruderfinn.com



FOR IMMEDIATE RELEASE

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- US\$99.00 per night based on double occupancy in a standard room including full breakfast

Bay Gardens Beach Resort & Spa

US\$149.00 based on single or double occupancy in a deluxe room including full breakfast.

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- 10% off food & beverage at all three Bay Gardens Resorts properties
- US\$10.00 casino voucher to Treasure Bay Casino per guest
- 40% off regular rates at La Mer Spa
- Complimentary room upgrades (subject to availability)

*All packages are inclusive of tax and service charges. Complimentary upgrades provide a savings of up to 40% off.

About Bay Gardens Resorts

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's flagship property, the spectacular four-star Bay Gardens Beach Resort & Spa. The resort group offers several amenities including five restaurants, spas, gyms, water sports, and a dive shop. Bay Gardens Resorts also provides over 4,000 square feet of meeting space in seven state-of-the-art business centers with available Wi-Fi, audio-visual capabilities, and full or partial catering service packages.

For details on accommodations and special offers, go to the Bay Gardens Resorts website at www.baygardensresorts.com or call 1-877-620-3200. Follow Bay Gardens on Facebook at http://www.facebook.com/baygardensresorts or on Twitter at www.twitter.com/baygardenshotel.

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Contact: Lily Karp (212) 715-1696 karpl@ruderfinn.com

RUDER FINN, INCORPORATED Schedule of Publications on Behalf of **Jamaica Tourist Board**

For six month period ending September 30, 2011

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Jamaica Pedals through the Big Apple During the 2011 TD Bank Five Boro Bike Tour	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Offers Summertime Savings for the Entire Family	Ruder Finn	Ruder Finn	Ruder Finn
Top-Rated NBC Today Show To Feature Jamaica This Thursday, May 5	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Takes Manhattan with a Surprise Reggae Flash Mob in Union Square	Ruder Finn	Ruder Finn	Ruder Finn
Jamaican Tourism Award Recipients Celebrated at Caribbean Tourism Awards Luncheon	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Underwear Run Kicks-Off Nautica New York City Triathlon Weekend	Ruder Finn	Ruder Finn	Ruder Finn
Reggae Legend Beres Hammond, R&B Superstar R. Kelly And Award Winning Hip Hop Artist Nicki Minaj Among Top Acts Secured For Reggae Sumfest, July 17-23	Ruder Finn	Ruder Finn	Ruder Finn
Historic Falmouth Cruise Port Celebrates its History with Heritage Walking Tours of Notable Sites	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Expands in Latin America with New Copa Airlines Service Launching from Panama City to Montego Bay	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Unveils its Fall and Winter Events Schedule	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Product Exchange (JAPEX) 2011 Showcases the Destination's Tourism Product to Travel Agents, Tour Operators and Wholesalers	Ruder Finn	Ruder Finn	Ruder Finn
The Jamaica Tourist Board Launches Dance Contest on Facebook for Travel Agents Featuring Exclusive Ziggy Marley Song	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of Jamaica Tourist Board:

- 1. Media Relations
- 2. Promotions
- 3. Special Events
- 4. Press Trips
- 5. Crisis Communications
- 6. General Counsel



Contact:

Natalia Lopez / Michelle Horn Ruder Finn, Inc. (212) 593-6400 / (877) JTB-NEWS itbnews@ruderfinn.com

FOR IMMEDIATE RELEASE

JAMAICA PEDALS THROUGH THE BIG APPLE DURING THE 2011 TD BANK FIVE BORO BIKE TOUR

Jamaica to Present Vacation Prize Trips, Reggae Entertainment and a Jamaica-themed Bike Giveaway

KINGSTON, JAMAICA – April 18, 2011 – Fifteen cyclists representing the island of Jamaica will participate in Bike New York's upcoming TD Bank Five Boro Bike Tour, taking place on Sunday, May 1 starting at 8:00 a.m. Combining adventure with iconic landmarks, including the Empire State building, Brooklyn Bridge, historic Harlem, and the Statue of Liberty, the fifteen cyclists will be among the over 30,000 riders who will journey through 42 miles of car-free streets spanning all five boroughs.

Bike New York will also kick-off its first-ever Five Boro Bike Fest, slated for Saturday, April 30, from 10 a.m. – 4 p.m. at Brooklyn Bridge Park. Representatives from the <u>Jamaica Tourist Board</u> will welcome festival participants to a Jamaica booth, which will feature a prize trip giveaway to Montego Bay, Jamaica and an opportunity to win a custom Jamaica-themed road bike designed by Jamaican artist Cheery Stewart. Reggae band JamX will add to the excitement with a performance starting at 3:00 p.m. JamX will also perform at the Tour Festival on May 1 when the first riders arrive at 11:00 a.m.

"Cycling is a popular sport around the world and this partnership is a great fit as Jamaica considers a Jamaica-based bike tour," said John Lynch, Director of Tourism for Jamaica. "Jamaica's sports tourism industry has become a promising sector for the destination. Jamaica's alliance with leading sports industry organizations such as Bike New York is a good way to attract potential travelers to learn more about the island and our many active travel experiences."

Riders who were unable to enter the TD Bank Five Boro Bike Tour due to an injury or emergency are not forgotten. They can submit a "Jamaica Tale of Woe," for a chance to win a three-night, four-day Jamaica vacation for two with accommodations at the Holiday Inn SunSpree Resort in Montego Bay. To be eligible, athletes must submit a "tale" describing why they deserve to visit Jamaica by April 29, 2011 at www.bikenewyork.org. The winner will be announced on Tuesday, May 3 on Bike New York's website, www.bikenewyork.org.

Taking place the first Sunday in May each year, the TD Bank Five Boro Bike Tour adventure starts in Lower Manhattan. The ride heads north through the heart of Manhattan into Central Park and continues on to historic Harlem and the Bronx, returning south along the East River on the FDR Drive. From there it crosses into Queens and then Brooklyn, where cyclists take over the highway before making the thrilling climb up-and-down the Verrazano-Narrows Bridge to Staten Island, where the Tour Festival at Fort Wadsworth takes place.

For more information on TD Bank Five Boro Bike Tour, visit <u>www.bikenewyork.org</u>. For Jamaica travel information, go to <u>www.visitjamaica.com</u>.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) from 2006 to 2009, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination, for the third consecutive year.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at www.visitjamaica.com, or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook at www.facebook.com/jamaica, on Twitter at www.youtube.com/aboutjamaicaitb.

About Bike New York

Bike New York is a 501(c)(3) non-profit whose mission is to promote and encourage bicycling and bicycle safety through education, public events, and collaboration with community and government organizations. Best known for producing America's largest cycling event, a 42-mile, traffic-free ride for some 32,000 cyclists known as the TD Bank Five Boro Bike Tour, Bike New York also offers regional rides outside NYC, free classes to the public, and development of customized bicycle safety and education programs in and around New York City.



Contact: Michelle Horn/Lauren Eisele Ruder Finn Inc. 212-593-6460/ 1-877-JTB-NEWS jtbnews@ruderfinn.com

FOR IMMEDIATE RELEASE

JAMAICA OFFERS SUMMERTIME SAVINGS FOR THE ENTIRE FAMILY From kids clubs to reunion packages, relax in Jamaica with the family this summer

KINGSTON, JAMAICA – April 20, 2011 – As the close of the school year quickly approaches, families planning a summer vacation will find family-focused packages and activities in Jamaica, where hotels and resorts are gearing up for summertime travelers. Properties are creating family escapes ranging from kids clubs and reunion packages to "Dive In" movies and complimentary stays. With non-stop flights available from most major cities across the U.S., Jamaica continues to be a popular, easily accessible destination for travelers. Accommodations range from luxury resorts and boutique hotels to beach clubs and villas. Special family packages in Jamaica this summer include the following:

This summer Sunset Beach Resort Spa & Waterpark in Montego Bay and Sunset Jamaica Grande Resort Spa & Conference Centre in Ocho Rios welcome families with its "Play in Paradise" package. The resorts feature its signature Club Mongoose Kids programs, including the new Dive in Movie and Dinner, where a movie is projected onto a large screen poolside while kids watch from seats and water tubes floating in the pool. Other activities include bonfire on the beach, beach Olympics, ping pong tournaments, kayak relay races, scavenger hunts, children's volleyball, mini-golf and a variety of video games. Parents can enjoy free time with Sunset Resorts' Nanny Program. Additional charges apply for the Nanny Program. Rates start at \$220, for double occupancy, excluding tax and gratuity. Visitors should book using the code PLAY by July 31 for travel June 25 through August 20, 2011. Visit www.sunsetresortsjamaica.com for reservations.

With three spectacular locations set on the most beautiful beaches in Jamaica, **Beaches Resorts Family Reunion package** is the ultimate getaway for multi-generational families. Groups who book five or more rooms for a minimum three-night stay will receive added incentives, including a private family picnic*, a group dinner gathering, a family portrait session complete with a complimentary 5x7 family photograph, private check-in, a surprise family reunion gift, a mouth-watering farewell cake, a family reunion concierge and additional exclusive family reunion activities. Groups traveling in September and October of 2011 and 2012 will also receive one room category upgrade for a VIP or group

leader and a 20 percent discount for the entire group on an Island Routes Catamaran cruise.* Packages must be booked by December 31, 2012, and rates start at \$137 per person, per night, inclusive of resort taxes & fees. Children are \$105 per child, per night and kids under 2 stay free. Travel is through 2012 with no blackout dates, but the package is based on availability. For more information, call (800) 327-1991 or visit www.beaches.com.

-more-

This summer families can relax in refined comfort and breathtaking surroundings at the all-inclusive Hilton Rose Hall Resort & Spa. The resort's "Island Getaway" package, offers children 12 years and under a complimentary stay when sharing rooms with an adult. All-inclusive pricing starts from \$259 per room, per night based on double occupancy and a two-night minimum stay. The oceanfront resort features the Sugar Mill Falls Water Park (the largest in Jamaica), a championship golf course, a full-service spa and private beach with a water sports center. The package is available for travel May 1 – August 31, 2011. For more information, visit www.RoseHallResort.com.

For families seeking a luxury travel experience in Jamaica, Round Hill Hotel and Villas has a Summer Family Package offering two free nights for guests who book a five night stay in an oceanfront room. Rates start at \$359 per night. As an added bonus, children under 12 dine for free all summer long and can enjoy activities in the complimentary Pineapple Kids Club. Travel must be booked by June 30, 2011. Additionally, guests save 50 percent on connecting children's rooms for the first five nights, with rates starting at \$180 per night, plus receive the last two nights free for both rooms booked. Rates are exclusive of a 10 percent tax and 15 percent service charge. The package is available May 1 - August 31, 2011, based on space availability. Round Hill includes 36 Ralph Lauren-designed oceanfront guest rooms, 90 luxurious villa rooms and suites, and a selection of 27 private 2 - 6 bedroom Signature Villas – most with private pools. For more information, visit www.roundhill.com or call (800) 972-2159.

Jakes, a boutique resort nestled in the quaint fishing village of Treasure Beach, offers a collection of vividly decorated villas, suites as well as spacious cottages ideal for families. The resort includes snorkeling, swimming, fishing and canoeing on the private beach. Family focused activities include its mosaic tiling workshop. Also, *Paint Jakes* is a series of watercolor classes accommodating painters of all levels; and during the *Shell Design Playshop*—children paint their choice of bird house, trinket box, etc. Jakes also offers interactive cooking lessons, which teaches little aspiring chefs about the famous Jamaican cuisine. Babysitting are services offered, allowing mom and dad to unwind at the full-service Driftwood Spa. A great base from which to explore, families can enjoy the diverse activities available in the areas surrounding Jake's, including a visit to YS Falls, the most stunning waterfalls in the region where kids can jump from a rope swing, Tarzan style, into the cool water. Rates start at \$95 per night (after April 21st). Visit www.jakeshotel.com or 1.800.Outpost.

Family reunions of up to 20 people, can book a 10 bedroom guest house at **Two Seasons Guest House** this summer for \$670 per night, including breakfast. Two Seasons Guest House offers ten bedrooms with private bathrooms, and seven standard rooms. A comfortable living and dining area is equipped with board games, a dvd player while the full kitchen completes the guest house. A deck adjoins the living and dining area. For more information, visit www.2seasonsguesthouse.com

Jamaica, easily accessible via non-stop flights from many major gateway cities, is 146 miles long with mountainous peaks soaring to 7,402 feet (2,256 meters). Jamaica features over 120 rivers, stunning waterfalls and white sand beaches. Jamaica's accommodations range from luxury resorts to charming cottages and inns, all focusing on top-notch service. The destination includes restaurants to fit any taste and price point. A year-round vacation destination, some of Jamaica's diverse activities include hiking the Blue Mountains, bird-watching, championship golf, award-winning festivals, caving in the Cockpit Country, zip-lining, horseback riding, cliff diving, rainforest bobsledding, deep sea fishing, bicycle tours, dog-sledding, dolphin and shark encounters and more.

For more information or to book a vacation to Jamaica, visit <u>www.visitjamaica.com</u> or speak to your local travel specialist.

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Michelle Horn / Jordanne Hunter Ruder Finn, Inc. (212) 593-6400 hornm@ruderfinn.com / hunteri@ruderfinn.com

For Immediate Release

THE JAMAICA TOURIST BOARD LAUNCHES DANCE CONTEST
ON FACEBOOK FOR TRAVEL AGENTS FEATURING EXCLUSIVE ZIGGY MARLEY SONG
Travel Agents Can Team Up With Clients to Learn Choreographed Dance Routine for a Chance to Win
Vacation Prizes

MONTEGO BAY, JAMAICA – September 21, 2011 – The <u>Jamaica Tourist Board</u> (JTB) is inviting U.S.-based travel agents to grab their dancing shoes for the first-ever "Jamaica in My Head" Travel Agent Facebook dance contest. The JTB announced the contest following a surprise flash mob during the Jamaica Product Exchange (JAPEX), where travel agents, tour operators, wholesalers, suppliers and buyers are gathered to discuss the latest Jamaican products. To participate in the contest, agents can log on to <u>Jamaica's Facebook page</u> to learn the choreographed dance routine performed during Jamaica's New York City Flash Mob, which took place last spring, from a step-by-step instructional video. Travel agents can then upload their versions of the dance as an individual application or as an office team, which can include their clients, for a chance to win a grand prize trip to Jamaica along with 2nd and 3rd place prizes.

In May, the Jamaica Tourist Board surprised New Yorkers with a destination flash mob performed in Union Square, in honor of the 30th Anniversary of the passing of Jamaica's music legend Bob Marley. Jamaican reggae star Ziggy Marley, Bob Marley's eldest son, created an exclusive island-themed remix titled "Jamaica In My Head" for the event.

The "Jamaica in My Head" Travel Agent Facebook dance contest is an exciting way to engage home- and office-based agents and to reward them for their stellar work in showcasing the destination to their customers.

"The Jamaica sales and marketing team is always thinking of new ways to connect with the travel agent community to enthuse them on Jamaica," said Donnie Dawson, Jamaica's Deputy Director of Tourism of the Americas. "Jamaica wouldn't have visitors without all of the agents working tirelessly to keep the island

top of mind with their clients. They're such a vibrant bunch that we thought, what's better than to get them dancing!"

Travel agents and their dance-savvy teams will have until November 21, 2011 to upload their videos. A panel of judges will choose ten finalists. From the top ten, Jamaica's enthusiastic Facebook fan community will then choose the grand prize winner or winning team, as well as, 2nd and 3rd place winners. The winners will be announced on Facebook and their video will be featured on the JTB's website and YouTube page. Prizes include roundtrip air and luxurious accommodations for a 4-day/3-night vacation to Jamaica.

Agents can begin honing their dance skills by practicing the Jamaica Flash Mob instructional video viewable here: http://www.youtube.com/watch?v=SBbakBmefes.

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Czech, German, Italian,			
Spanish and Turkish)			î
Novartis global press	Ruder Finn/Novartis	Novartis Vaccines &	Novartis Vaccines &
release, May 19, 2011,	Vaccines & Diagnostics	Diagnostics	Diagnostics
"Novartis welcomes	*** ·		
endorsement of			
Pandemic Influenza			
Preparedness			•
Framework at World			
Health Assembly"	· /		,
Novartis global press	Ruder Finn/Novartis	Novartis Vaccines &	Novartis Vaccines &
release, June 9, 2011,	Vaccines & Diagnostics	Diagnostics	Diagnostics
"Novartis candidate	***		
vaccine Bexsero® shows			
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coverage against			
meningococcal			
serogroup B infections"			
Novartis global press	Ruder Finn/Novartis	Novartis Vaccines &	Novartis Vaccines &
release, June 16, 2011,	Vaccines & Diagnostics	Diagnostics	Diagnostics
"Novartis application			
for expanded Menveo®			
indication from 2			
months of age accepted	-		
for review by FDA"			
Novartis global press	Ruder Finn/Novartis	Novartis Vaccines &	Novartis Vaccines &
release, July 15, 2011,	Vaccines & Diagnostics	Diagnostics	Diagnostics
"Novartis begins			
shipment of Fluvirin®			
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customers for 2011-	ļ.		
2012 influenza season"	2 171 2 m 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
ESPID Data – Meeting	Ruder Finn/Novartis	N/A	Ruder Finn and local
Report, June 10, 2011,	Vaccines & Diagnostics	,	affiliate agencies
"New data showing			
young children need			
higher antibody levels			·
than adults to ensure			
protection from			
influenza infections"			

Novartis media fact sheet:	Ruder Finn/Novartis Vaccines & Diagnostics	N/A	Novartis
NV&D Corporate Fact Sheet, July 2011	Vaccines & Diagnostics		
Internal blog posts for Terry Boylan	Ruder Finn	N/A	Novartis AG
Internal blog post for Katya Reck	Ruder Finn	N/A	Novartis AG
GES template letters for division/CPO head use	Ruder Finn	N/A	Novartis AG
GES article for Swiss employee magazine, LIVE	Ruder Finn	Novartis AG	Novartis AG
Copy for internal GES website	Ruder Finn	Novartis AG	Novartis AG
GES promotional posters for Basel sites	Ruder Finn	Novartis Pharma Switzerland	Novartis Pharma Switzerland
Q1 Press Release, April 19, 2011, "Novartis makes strong start for the year"	Ruder Finn and Novartis AG	Novartis AG	Novartis AG
Q2 Press Release, July 19, 2011, "Novartis delivers strong financial results and four major approvals in second quarter of 2011"	Ruder Finn and Novartis AG	Novartis AG	Novartis AG
Q2 Press Release, July 18, 2011, "Philips delivers 4% growth in second quarter; management team takes next steps to improve growth and performance trajectory"	Ruder Finn & Koninklijke Philips Electronics N.V.	Koninklijke Philips Electronics N.V.	Koninklijke Philips Electronics N.V.
Novartis MDx intranet article "Novartis recognized as a leader in personalized	Ruder Finn	N/A	Novartis MDx
medicine by Diaceutics" on Novartis MDx intranet site: May 2011			
Novartis MDx intranet article "Tapping the	Ruder Finn	N/A	Novartis MDx
Virtual Intelligence			

Marketplace'" on Novartis MDx intranet site: July 2011			
Novartis MDx Issue 2 of Transition Newsletter (internal Novartis newsletter), issued April 21, 2011	Rüder Finn	N/A	Novartis MDx
Novartis MDx Issue 3 of Transition Newsletter (internal Novartis newsletter), issued August 2011	Ruder Finn	N/A	Novartis MDx
Novartis Proteus article "Novartis Power Challenge showcases potential of 'novel sensor based' technology" in LIVE Magazine (internal Novartis publication): June 2011	Ruder Finn	Novartis Pharma	Novartis Pharma

RUDER FINN, INCORPORATED Schedule of Publications on Behalf of the Swiss Private Bankers Association

For six month period ending September 30, 2011

Description

By Whom Written,

By whom Printed

By Whom

of Publications

Edited, or Prepared

Produced, Published

Distributed

All materials created by the Ruder Finn team.

- Conducted ongoing client call on a semi-regular basis
- Conducted ongoing media monitoring and analysis
- Pitched local media for client trip to the US
- Began preparing schedule and reaching out to contacts for upcoming client trip to Washington, DC and New York City in October